



TO BE DEDICATED  
THURSDAY, JULY 24th

# To the Service of Mankind

FROM the yesterday of 1854 to the today of 1919 covers a span of years greater than the average life of man, but business builded rightly knows no passing away—its life is measured only by its service, its integrity, its consciousness of opportunity to serve mankind faithfully, honestly and well.

After sixty-five years of such service and faithfulness to our trust, it is our pride to present to the world, on Thursday, July 24th, our newly completed home, dedicated to the service of mankind.

This is your Business—your Home, because from here come the things on which depend the health and happiness of the home. We have dedicated it to mankind because we serve mankind.

It is a pleasure to look back over our years of accomplishment—a greater pleasure to look forward into the future of further growth, of further service, of further fulfillment.

In 1865—a small business of a small city.

In 1919—a mammoth institution reaching out in its business activities into the marts of trade of two hemispheres.

In 1865 the smallest—in 1919, the largest in the South, numbering its customers by the thousands and pulsating with the new energy and industry of the world.

Only a business founded on the highest ideals and built through sixty-five years of honest service could thus achieve.

As chemists and manufacturers we have set up a standard more drastic, more enduring than any law demands. Our laboratories not only create new products and formulae and make the world better through science, but test and guarantee the quality of every product to make the world safer through purity.

As jobbers and distributors of the products of others we demand the same standard of quality.

Our trade mark "FIDELITY" stands as our mark of quality, our guarantee of purity to the public and to the druggists

In the thousands of stores selling the products of the San Antonio Drug Company this Fidelity mark is the emblem of their fidelity to trust, too. They are the connecting link between you and us.

When a dealer offers you Fidelity trade marked goods

he assures you of the quality and purity of the products. This Fidelity mark will thus always be for your protection—for the service of mankind.

## To the Trade

On Thursday, July 24th, we will dedicate our new home, the most modern in the world, built through your confidence in us, and with these enlarged facilities we will be able to offer a better service and a greater co-operation.

Our sixty-five years of service, our centralized location, the enormity and diversity of our stocks make possible a greater Fidelity to your interests—a supply unequalled anywhere, quicker shipments and the greatest economies of purchase and transport.

We invite both you and the public to be present at this dedication.

We also thank you for your co-operation, partnership and good will and assure you of the continued personal service of this house built on the highest ideals of Fidelity of products and Fidelity to you for the Service of Mankind.

# SAN ANTONIO DRUG CO., San Antonio, Texas